

SEARCH RESULTS ENHANCED BY LENS

Abstract:

When searching the internet on a phone, users are looking for an enhanced experience that allows them to dive deeper and learn more about products and images as they come across various articles and shopping sites. The current experience in some search apps involving a long hold on an image is very limited and may only give the option to save an image. This user interface brings the Lens experience to additional search apps in multiple operating systems. The Lens experience is triggered by an action on an image in the search app, and this helps to provide more of a discoverable proactive experience to the user.

Description:

This user interface facilitates a deeper dive into products and items through their images on the web to assist the user and enhance a shopping experience. Our thesis is that people find a lot more interesting new things on their phones and on the web than in the real world. People have a need for Lens like capabilities, but don't know that it exists and therefore aren't seeking it out.

By moving up the funnel and integrating into existing flows we help users complete shopping journeys that start with web images. Our research has identified the need for such journeys, and also see these patterns becoming established on platforms like Instagram and Pinterest. We have the opportunity to bring this experience to images across the web in an automated way.

The user has the option to select different entry points to access additional information, including a context menu and gleams, which ultimately take the user into a Google Lens. This GUI brings the user to visually similar products, from similar single product detail pages, from multiple product pages, and from secondary interest products. Non-products can also be selected to learn more about an image or other similar interest items.

FIGS. 1-4 show entry points of images on the web through gleams. The following description applies to a user's navigation of the iOS Google Search App ("iGA").

When a user opens a search result within iGA, any of the images within that search result can serve as a gateway to the Lens experience.

The first step is for the user to trigger by long press the image (Fig. 1 & Fig. 5).

From there two experiences can occur.

- A number of gleams appear on the expanded image (Fig. 2). When a user selects a particular gleam, the image expands (Fig. 3) before focusing in on the specified region of the image (Fig. 4)
- A user can also access the Lens experience through the context menu (Fig. 6).



FIG. 1



FIG. 2



FIG. 3



FIG. 4



FIG. 5



FIG. 6



FIG. 7

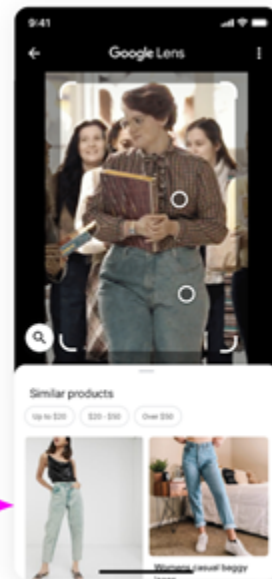


FIG. 8

The following descriptions illustrate exemplary user journeys utilizing

User Journey 1: Single Product

For users that are browsing the web for a single product, the interface allows them to select one item of interest. As shown in FIGS 9 and 10, by long pressing the image and tapping the gleam dot, the user can see visually similar items. The user can then select the item with the best price and proceed through the merchant page to make a purchase.

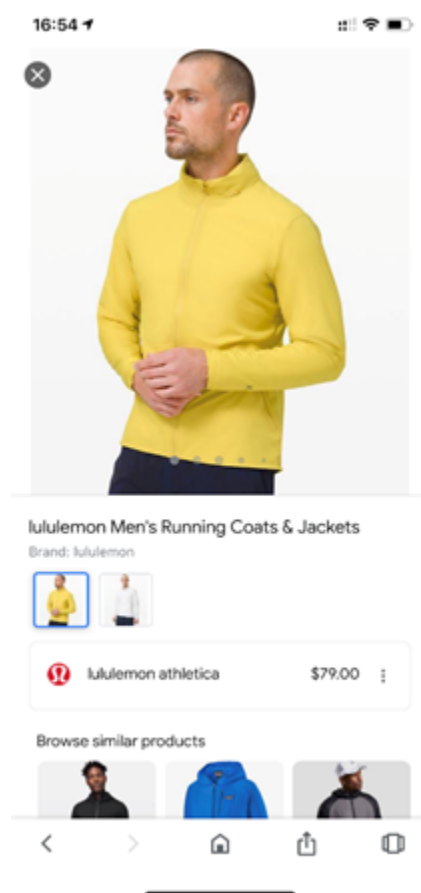


FIG. 9

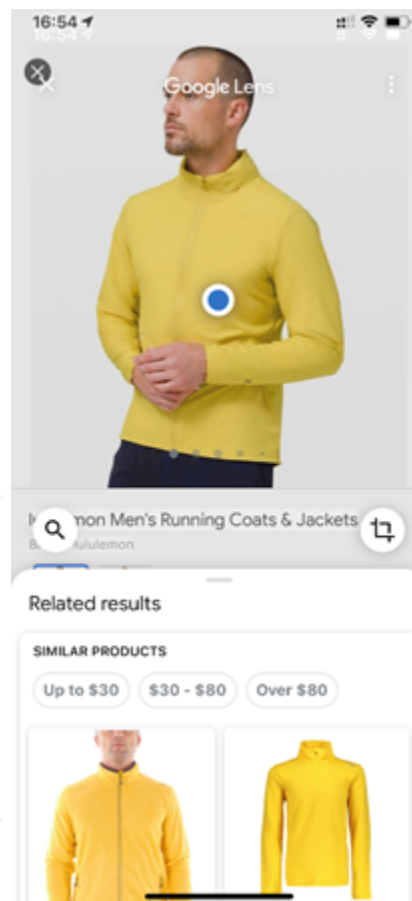


FIG. 10

User Journey 2: Multiple Products

For users that are browsing the web for multiple products, the interface allows them to select various items of interest on the web page. As shown in FIGS 11 and 12, by long pressing the image of interest and tapping the gleam dot, the user can see visually similar products and then choose one to save to their wishlist.

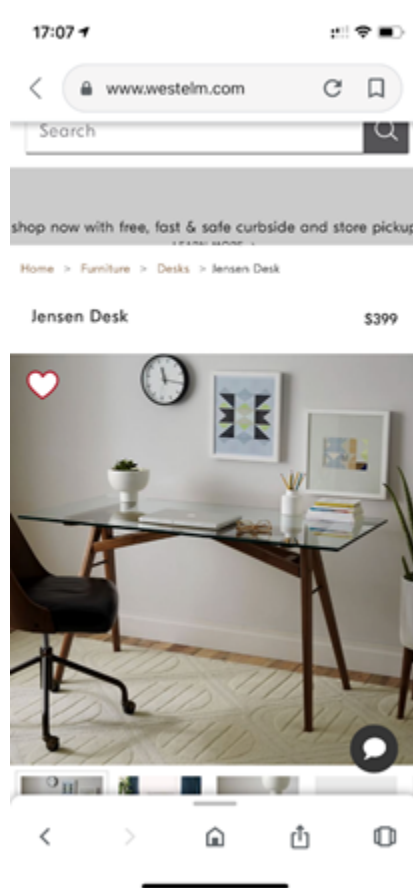


FIG. 11

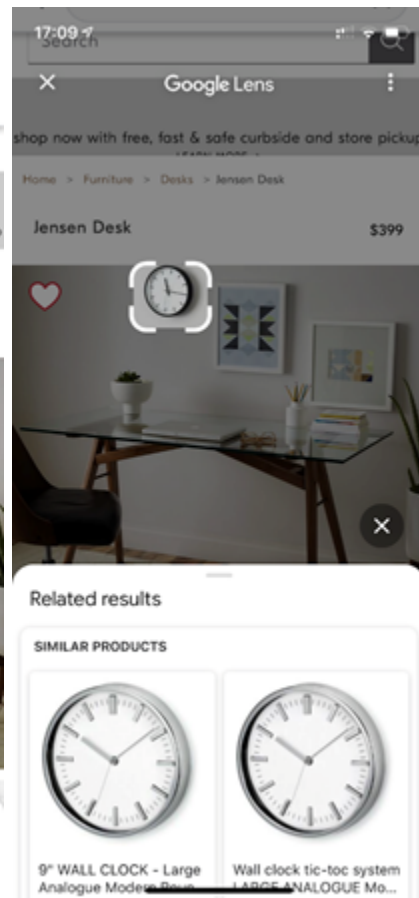


FIG. 12

User Journey 3: Secondary Intent

For users that are browsing the web for a variety of purposes such as reading a blog or article, the interface allows them to select various items of secondary interest on the web page even though they aren't the focus of the article. As shown in FIGS 13 and 14, by long pressing the image of interest and tapping the gleam dot, the user can learn about the item and consider whether a purchase might be made in the future.



FIG. 13

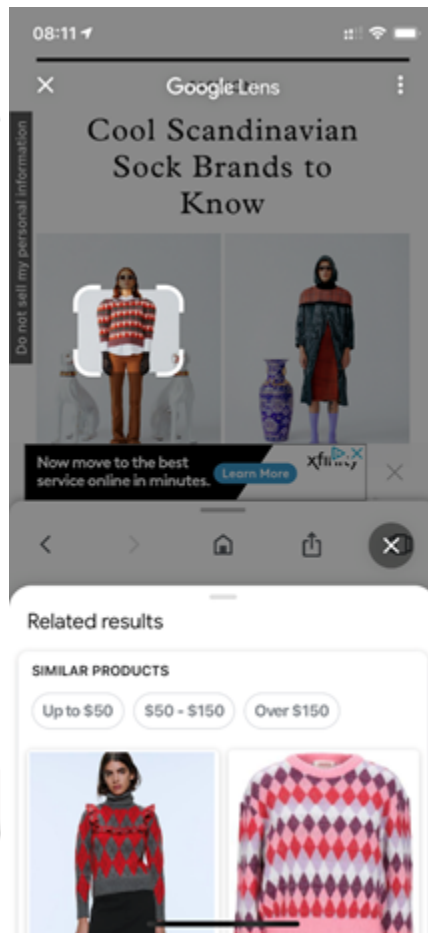


FIG. 14

User Journey 4: Non-Shopping Items

For users that are on the web for a particular purpose such as reading an article, but might be distracted by a non-related item of interest, the interface allows them to select the items of secondary interest on the web page even though it isn't a product. As shown in FIGS 15 and 16, by long pressing the image of interest and tapping the "Search with Google Lens" [note: gleams don't appear because it isn't a product] the user can be taken to results to learn more about the item or subject.



FIG. 15

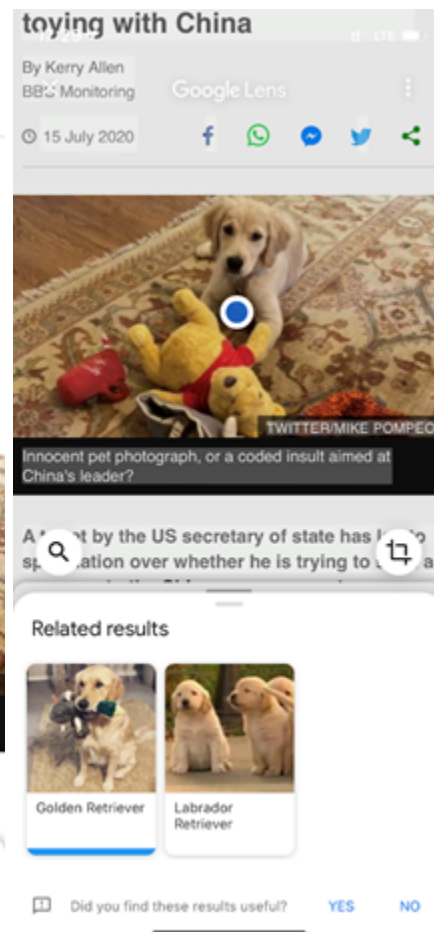


FIG. 16